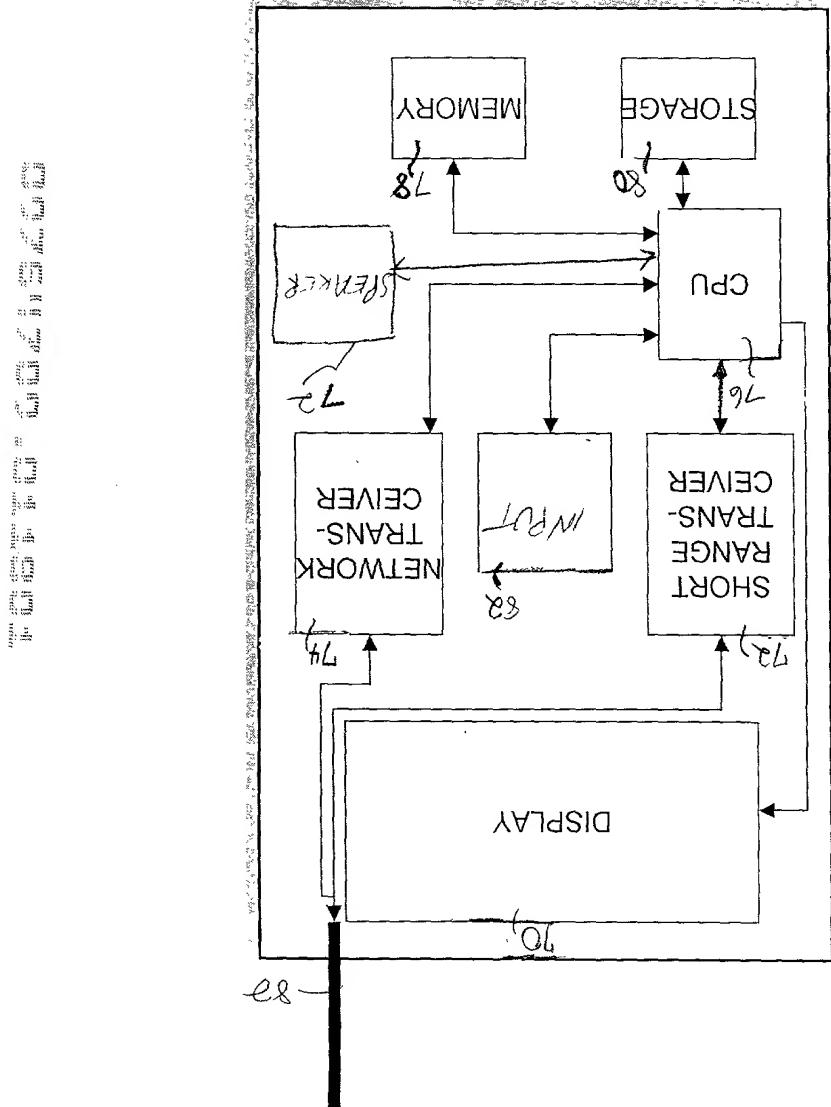
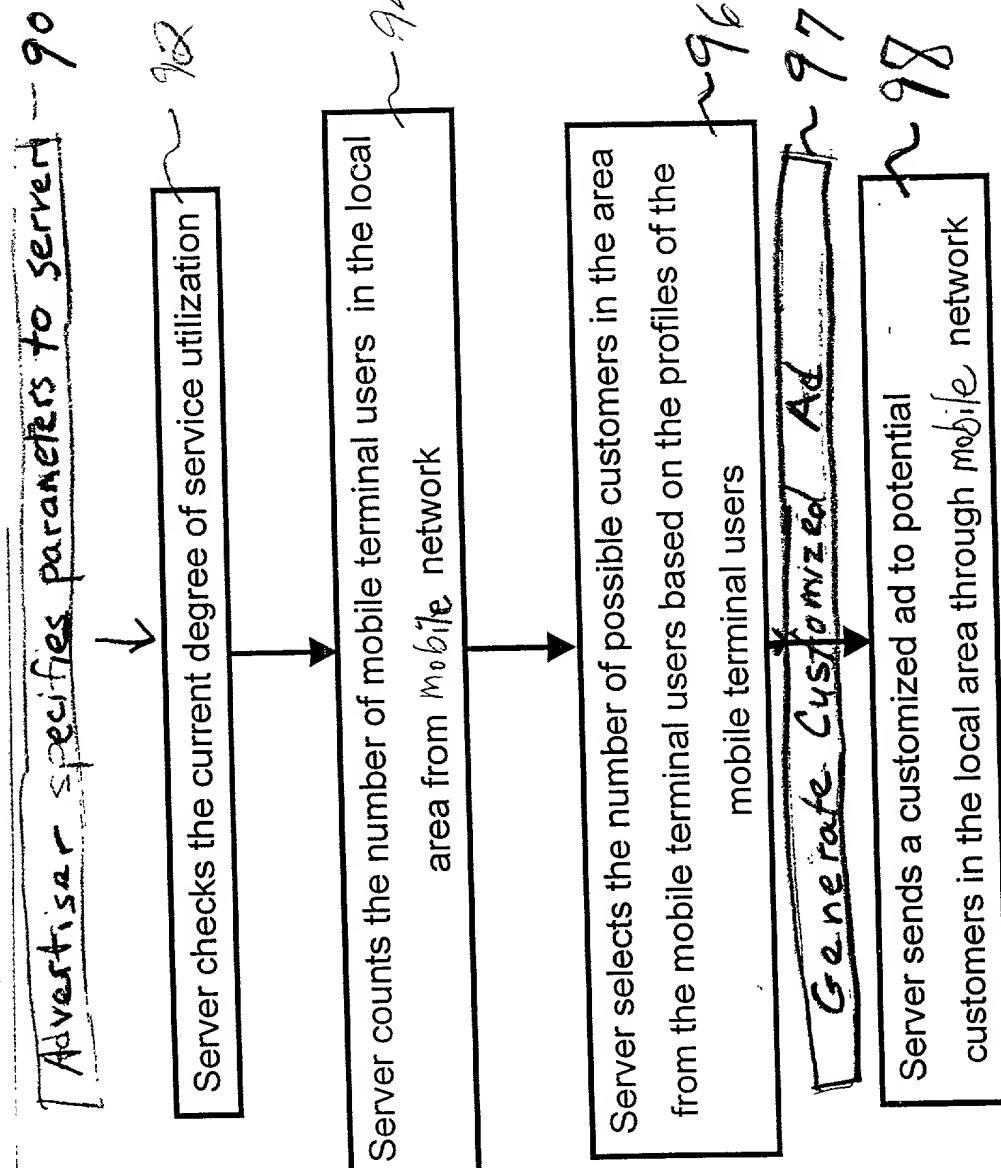


FIG. 1

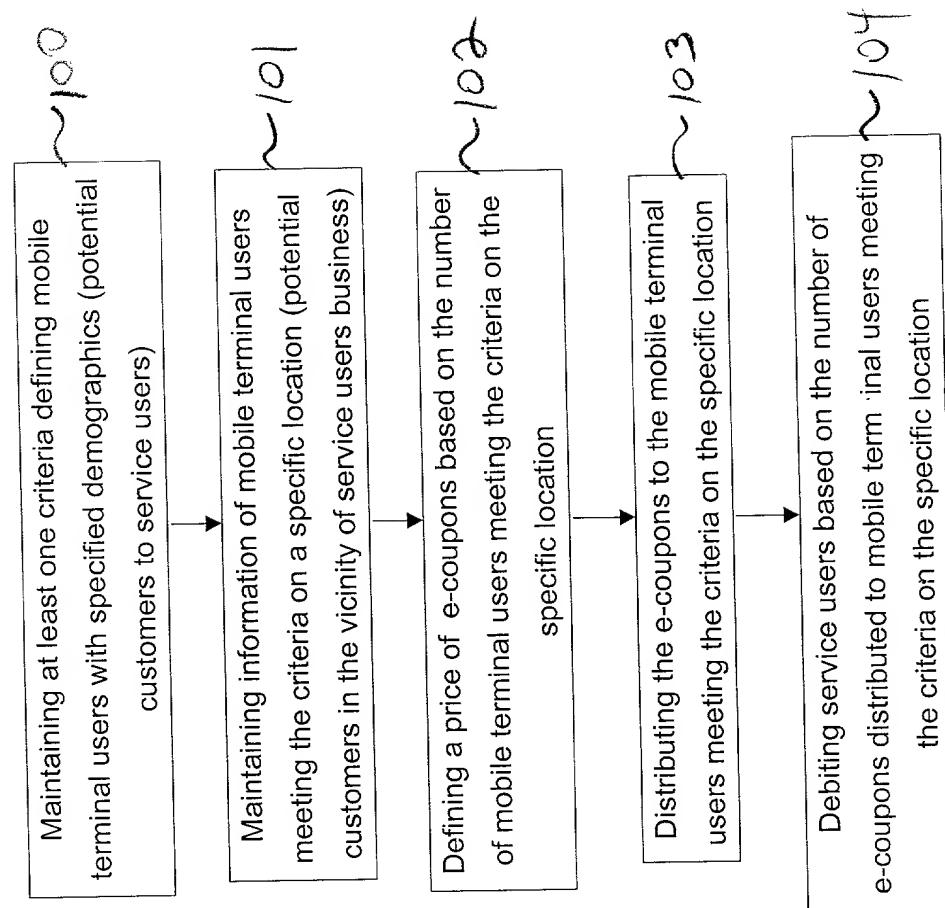
FIG. 2

20





F/G. 3A



**FIG. 3B**

105

106	Amount of Visitors	50
107	Do you want to send an e-coupon?	<input type="checkbox"/> Yes <input type="checkbox"/> No
108	What is the offer?	<input type="checkbox"/> \$5.00 Big Lunch
109	Time Limit	<input type="checkbox"/> Before 11:00 a.m.

F16. 4

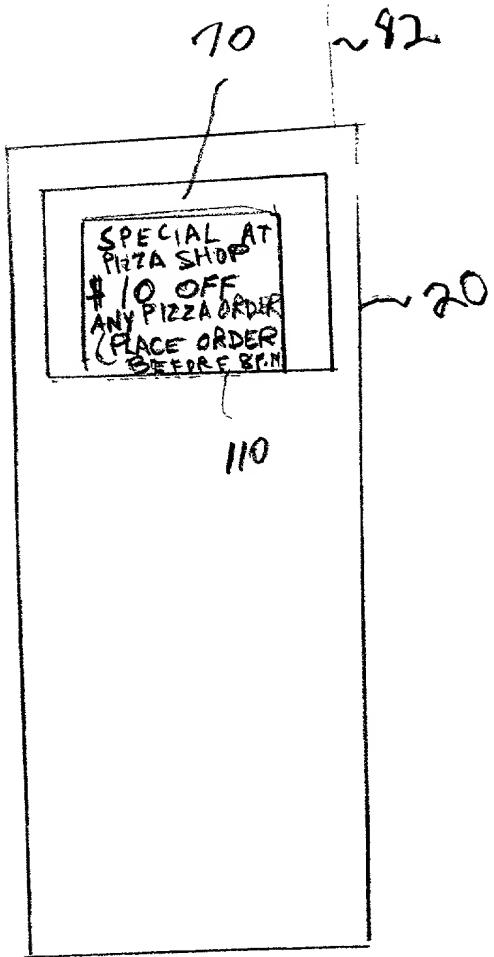
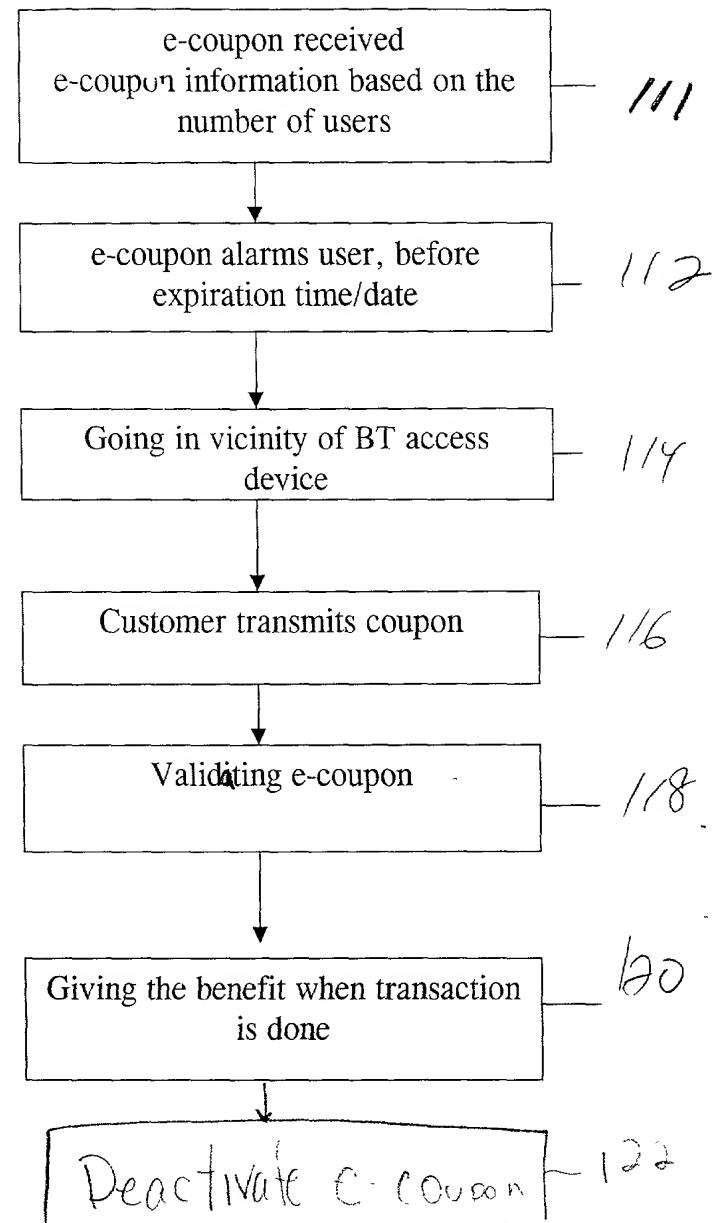


FIG. 5



F16. 6

**130**  
Central Register

<b>132</b> Company Name	<b>134</b> Location	<b>136</b> Advertisement	<b>138</b> Amount of Visitors
1. Company No. 1	Cell Id. No. 560	xxx	100
2. Company No. 1	Cell Id. No. 720	yyy	10
3. Company No. 2	Cell Id. No. 1055	277	1000
4. Company No. 3	Cell Id. No. 1000	vvv	55
5. Company No. 4	YPS 22'15'', 29'25''	aaa	5
6. Company No. 5	BT No. 565	dddd	25

FIG. 7

FIG. 8

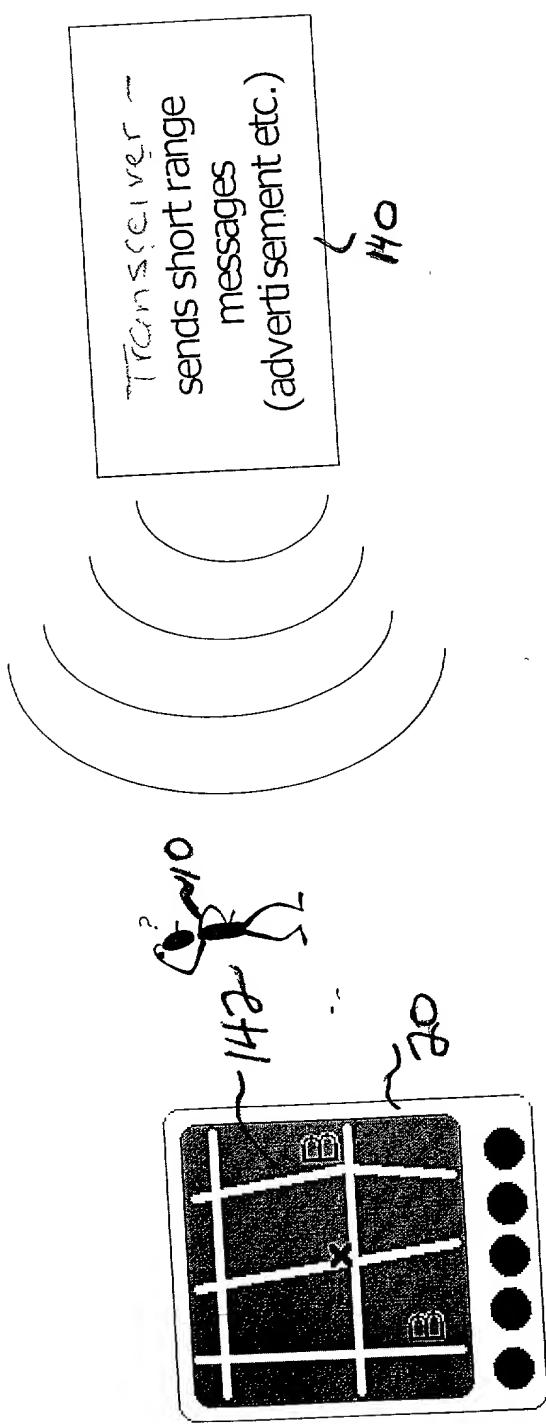
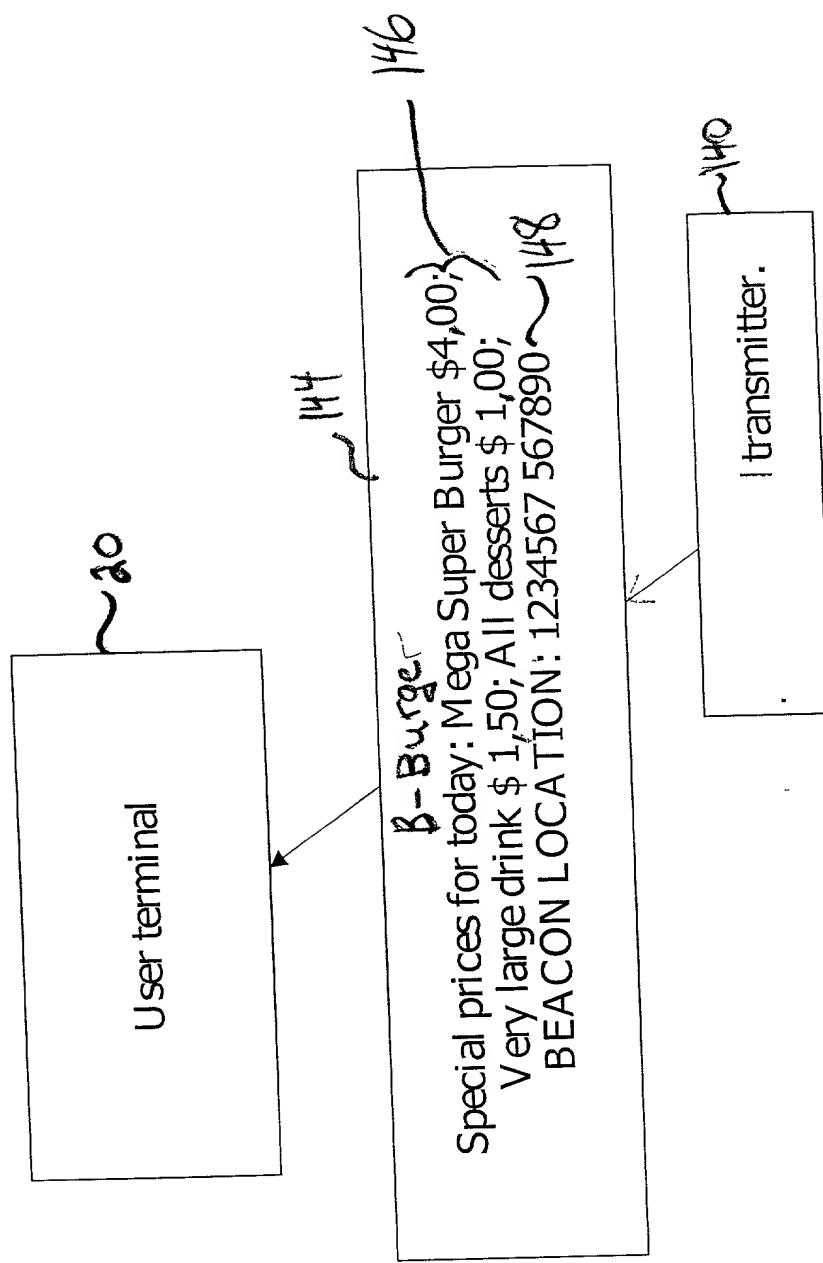


FIG. 9



# Fig. 10

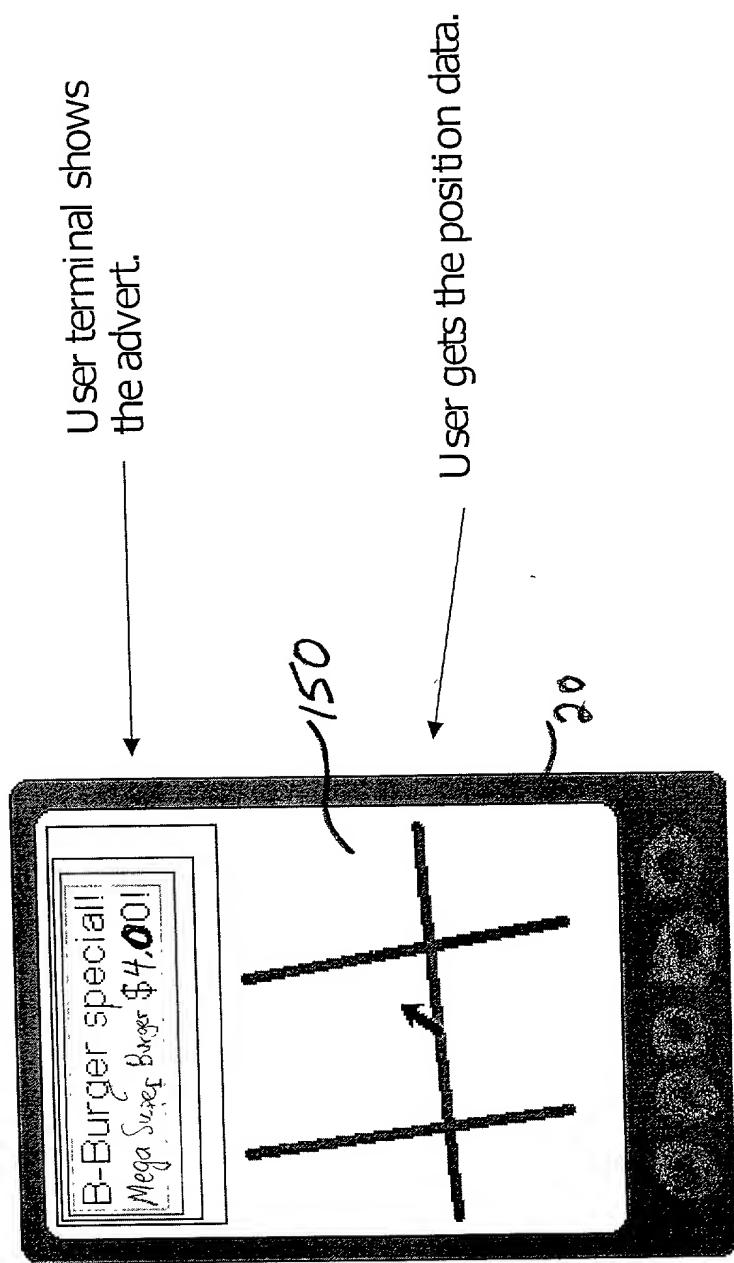
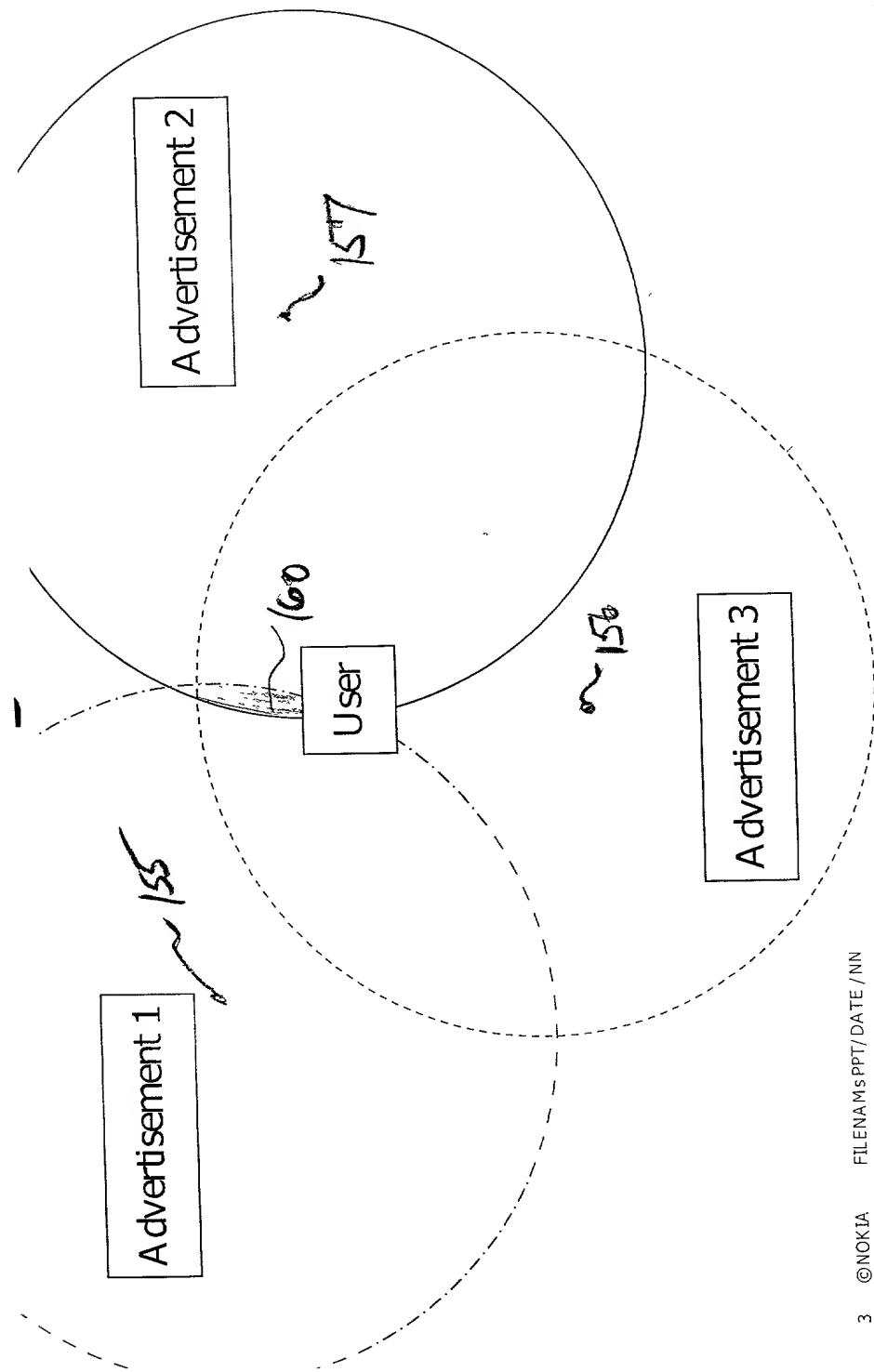


FIG. 11



## CRITERIA DATABASE

Criteria register	customers	price
criteria # 1	0-100	0.3 \$
	101-500	0.4 \$
	501-...	0.5 \$
criteria # 2	0-100	0.3 \$
	101-500	0.4 \$
	501-...	0.5 \$

*Fig. 12A*

## ADVERTISER PRICING DATABASE

Advertiser	Ad ID	no. of customers meeting criteria	price
Restaurant 1	5134	280	112
...			
Pizza Shop	5136	800	400
...			
Restaurant 2	5138	85	34

*Fig. 12B*